

MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLISHING

Program Director: J. Warren

Designed for current and aspiring professionals, including post-bachelor and post-graduate students with degrees in other disciplines, the master of professional studies in publishing offers evening courses at GW's convenient Alexandria Education Center and online, allowing students to complete the degree in two years while working.

The curriculum is regularly reviewed by faculty, which includes nationally and internationally recognized leaders in print and digital publication. This ensures that the MPS provides a solid background for entry into all areas of publishing. Professionals already in the field of publishing can use this program to enhance their careers with exposure to the latest technological advances. To earn the MPS, students must complete 30 credit hours. Core coursework provides a broad foundation of the entire industry, regardless of method of delivery (book, journal, or online), with five tracks focusing on professional roles: editorial, business, design, marketing, and technology.

Visit the program website (<http://cps.gwu.edu/publishing/>) for additional information.

ADMISSIONS

Admission Fall Priority Deadline - February 1; Fall Final deadlines: Deadline - April 1

RecommendTwo (2) recommendations (preferably one from a required: current supervisor)

Prior Transcripts are required from all colleges and academic records: universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (<https://www.naces.org/members.php>).

Statement of purpose: In an essay of 250-500 words, state your purpose in undertaking graduate study in this field and describe your academic objectives, research interests, and career plans. Also, discuss your related qualifications, including collegiate, professional, and community activities, as well as any other substantial accomplishments not already mentioned on the application form.

Additional requirement A resumé.

International students requesting a student visa from GW are not eligible to apply for this program.

Supporting documents not submitted online should be mailed to:

College of Professional Studies - Office of Admission
George Washington University
805 21st Street, NW
Suite 301
Washington DC 20052

Contact for questions:

CPS Office of Admission
applycps@gwu.edu ~ 571-553-0025 (phone) ~ 202-242-1047 (fax)
8:30 am - 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 30 credits, including 16 credits in required courses and 14 credits in elective courses.

Code	Title	Credits
Required		
PSPB 6201	Book and Journal Publishing	
PSPB 6203	Business of Publishing	
PSPB 6205	Copyright Law in Print and Cyberspace	
PSPB 6207	Marketing Strategies	
PSPB 6232	Production Management	
PSPB 6251	Fundamentals of Electronic Publishing	
PSPB 6281	Ethics in Publishing	
At least one course in each of the following groups:		
Editorial group		
PSPB 6126	Children's Publishing and Media	
PSPB 6214	Professional Editor	

PSPB 6215	Editing Special Projects
PSPB 6216	Mastering Book Acquisitions
PSPB 6261	Editorial Content, Rights, and Permissions
Marketing and business group	
PSPB 6221	Publishing Management, Organization, and Strategy
PSPB 6222	Accounting and Finance for Publishers
PSPB 6223	Global Publishing
PSPB 6236	Publishing Entrepreneurship
PSPB 6238	Publishing Special Projects
PSPB 6272	Book Publicity and Promotion
Technology and design group	
PSPB 6213	Book Design
PSPB 6256	E-Publishing Technologies And Standards
PSPB 6257	Designing for E-Publishing Success
PSPB 6259	E-Publishing Tools
PSPB 6298	Digital Publishing Special Projects

Electives

Additional electives available as special projects and independent study. Credits beyond those for all required courses are taken as electives; at least one elective must be taken in each group.

COURSES

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that also may be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PSPB 5099. Variable Topics. 1-99 Credits.

PSPB 6126. Children's Publishing and Media. 2 Credits.

Explores the children's media industry with a focus on book publishing. Overview of children's and YA print, digital, audio, and video segments. Reviews business opportunities, market analysis, trends, demographics, acquisition, and outreach.

PSPB 6201. Book and Journal Publishing. 3 Credits.

Fundamental aspects of the publishing industry, including business models, acquisitions, production, marketing, and sales for both books and journals. Challenges to the industry and strategic decisions formed and communicated by publishers.

PSPB 6203. Business of Publishing. 2 Credits.

Business operations in the publishing industry and how various business practices impact the publishing ecosystem. Book acquisitions, contracts, business plans, and distribution strategies.

PSPB 6205. Copyright Law in Print and Cyberspace. 3 Credits.

Foundations of copyright law for print and electronic media. History and development of copyright law and key concepts such as exclusive rights, fair use, remedies for infringement, and the overall challenges in application of the law to all media.

PSPB 6207. Marketing Strategies. 2 Credits.

Marketing and promotional strategies for print and digital book and journal publishing products. Decisions marketing departments must make to help increase the impact of publishing products.

PSPB 6213. Book Design. 2 Credits.

The role of design in the publishing process. How components of book design, such as typography, imagery, page layout, cover design, printing, and production, are affected by and affect content, tone, function, and intended audience.

PSPB 6214. Professional Editor. 3 Credits.

The editorial function and importance of editorial judgment as personified in the acquisitions, developmental, substantive, and copy editor roles. Freelance editing, editorial management, challenges facing the professional editor, and potential editorial career trajectories. Prerequisite: PSPB 6201.

PSPB 6215. Editing Special Projects. 1 Credit.

Practical experience editing special projects, which may include journals, open educational resources, monographs, and books. Restricted to students in the online MPS in the field of publishing program. Recommended background: prior completion of PSPB 6214.

PSPB 6216. Mastering Book Acquisitions. 2 Credits.

How publishers identify, select, and publish books. The role of the acquisitions editor in identifying projects, working with authors, and assessing project viability for trade, professional, and scholarly books.

PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.

Publishing management, strategic planning, how publishers add value, and organizational change. How ethics, diversity, and social responsibility inform organizations. Issues that drive the strategic planning process, such as staff involvement, team building, and resource allocation.

PSPB 6222. Accounting and Finance for Publishers. 2 Credits.

Accounting and financial reporting for a publishing organization's operating results, with an emphasis on evaluating what these results mean in terms of financial success, new business ventures, and sustainability.

PSPB 6223. Global Publishing. 2 Credits.

Overview of the publishing industry around the world. National publishing industries and strategies for entering those markets. Global English language publishing. Acquisition, sales, and production strategies. Translation rights and global strategies. Recommended background: prior completion of PSPB 6203.

PSPB 6232. Production Management. 3 Credits.

Publishing production and product life cycles. Students develop products, plan and specify requirements, select vendors, and learn about integrating digital products into print production processes.

PSPB 6236. Publishing Entrepreneurship. 2 Credits.

Using elements of entrepreneurship and business planning to learn strategies for creating a publishing start up, developing a new imprint, or launching a side venture for an existing publishing business. Prerequisites: PSPB 6203.

PSPB 6238. Publishing Special Projects. 1 Credit.

Students work on management, strategy, marketing, and operations of the GW Journal of Ethics in Publishing and other publishing projects. In groups and individually, students oversee marketing, strategy, and operations for actual projects. Restricted to MPS in the field of publishing program.

PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.

Digital technologies and trends that have transformed the publishing industry in recent decades, including standards, business models, and technologies and approaches used in electronic publishing.

PSPB 6256. E-Publishing Technologies And Standards. 2 Credits.

Overview of current and emerging content technologies, software and hardware components of a typical publishing system, enabling standards, and publishing systems architecture. Restricted to students in the MPS in publishing program. Prerequisite: PSPB 6251.

PSPB 6257. Designing for E-Publishing Success. 2 Credits.

Principles of digital design, usability testing, search engine optimization, iterative design, and multiple presentational models. Information architecture, usability, and design. Prerequisites: PSPB 6251.

PSPB 6259. E-Publishing Tools. 2 Credits.

Employs tools to produce both book and magazine page layouts, while delving into style sheets, master pages, importing different file types, and rendering on different platforms. Considers print-ready projects and ways to use multimedia. Prerequisite: PSPB 6251.

PSPB 6261. Contracts, Rights, and Permissions. 2 Credits.

Explores intellectual property rights, contracts, licenses, and ways publishers transfer, manage, or protect rights. Students learn to evaluate and negotiate contract and licensing opportunities, manage permissions, and protect intellectual property. Prerequisites: PSPB 6201 and PSPB 6205. Recommended background: Prior completion of PSPB 6203.

PSPB 6272. Book Publicity and Promotion. 2 Credits.

Overview of strategies, objectives, and tactics for promoting and publicizing new books, monographs, and other publishing products, using examples from trade, academic, and electronic publishing.

PSPB 6280. Applied Ethics in Publishing. 1 Credit.

Students work with publishers, advocacy groups, or community groups on a project that applies ethical theories to real-world publishing situations.

PSPB 6281. Ethics in Publishing. 1 Credit.

Ethical issues in publishing, including censorship, intellectual property rights, plagiarism, open access, business practices, and environmentally-responsible publishing. Issues of diversity, inclusion, and accessibility. Restricted to second-year students in the MPS in publishing program.

PSPB 6298. Digital Publishing Special Projects. 2 Credits.

Students address a real-world problem using publishing theory and application and consideration of workflows, product life cycle, schedules, deliverables, and dissemination. Prerequisites: PSPB 6251; and PSPB 6256, or PSPB 6257, or PSPB 6259.